

# RAMADA ENCORE by Wyndham



# We are Wyndham

The largest hotel franchising company that opens nearly two hotels every day across the world. Our global size and scale is unequalled by anyone in the hospitality industry.

With 24 brands, approximately 9,100 hotels and 836,000 rooms in 95+ countries, and more than 97 million enrolled members no one welcomes the world like we do.

\*

# Corporate Social Responsibility

## DIVERSITY AND INCLUSION

Not only is diversity part of how we do business, we see it as a competitive advantage. Our inclusive culture infuses different perspectives that reflect our diverse customers and communities around the world.

## ENVIRONMENT AND SUSTAINABILITY

Through numerous initiatives, we take steps every day to minimize the impact of our operations, working to reduce our environmental footprint and preserve natural resources.

## HUMAN RIGHTS & ETHICS

Putting a stop to human trafficking is a major priority for us and our entire industry. Together with our franchisees, we support the UN Universal Declaration of Human Rights and the Polaris Project, which combats all forms of human trafficking.

## COMMUNITY SUPPORT & RESPONSIVENESS

As a hospitality company, service is in our DNA. Our teams and franchisees around the world actively engage in their communities, generously giving in ways to enhance the lives of others.

SIGNIFICANT GLOBAL PRESENCE

58.9%  
United States  
492,959 rooms

4.6%  
Caribbean, Mexico,  
South & Central America  
38,120 rooms

4.7%  
Canada  
39,136 rooms

7.3%  
Europe  
61,100 rooms

2.0%  
Middle East,  
Eurasia & Africa  
16,592 rooms

22.0%  
Asia  
184,166 rooms

0.5%  
Australia & Oceania  
3,900 rooms



RAMADA  
**encore**  
BY WYNDHAM

\*As a percentage of total number of rooms, Q3 2022 Results

# Global Development Pipeline

Approx 1,600 New hotels

80% New construction

Approx 212,000 New rooms

60% International pipeline

*A 10% year-over-year room increase.*

# WYNDHAM

HOTELS & RESORTS

DISTINCTIVE

UPSCALE

LIFESTYLE

MIDSCALE

VALUE

EXTENDED STAY

REGISTRY  
COLLECTION HOTELS

DOLCE  
HOTELS AND RESORTS  
BY WYNDHAM

TRYP  
BY WYNDHAM

LAQUINTA  
BY WYNDHAM

Days Inn  
BY WYNDHAM

HAWTHORN  
SUITES BY WYNDHAM

WYNDHAM GRAND

WYNDHAM

TM  
TRADEMARK  
COLLECTION BY WYNDHAM

WYNDHAM  
GARDEN

Super 8  
BY WYNDHAM

ECHOSUITES  
EXTENDED STAY BY WYNDHAM

WYNDHAM  
Alltra  
ALL-INCLUSIVE

RAMADA  
BY WYNDHAM

VIENNA HOUSE  
BY WYNDHAM

RAMADA  
encore  
BY WYNDHAM

Howard Johnson  
BY WYNDHAM

RAMADA  
encore  
BY WYNDHAM

# Value Creation



## SALES ON A GLOBAL SCALE

Global Sales representation for Corporate, MICE and specialist travel buyers

Lead generation for Group Sales

Opportunities in domestic, regional and global source markets

Access to Trade shows and events



## MARKETING POWERHOUSE

Participation in Wyndham Rewards award-winning loyalty program

Brand.com & mobile app

Exposure in global advertising and social media campaigns

Marketing and PR templates and collaterals

Marketing support services (including photography collateral design and printed materials)



## OPERATIONS SUPPORT & SAVINGS

Pre-opening support

Ongoing operational support

Strategic sourcing (access to procurement and operational support)

Wyndham Green program to support sustainability and environmental performance



## DIVERSIFIED DISTRIBUTION

Inclusion in rate distribution to major connected partners worldwide

Best-in-class commissions for OTA, wholesalers and GDS channels

Support with key distribution partners to optimize rate display

Webinar and events with major distribution partners



## REVENUE MANAGEMENT GUIDANCE

Centrally built promotions and strategic rate plans

Scale discounts on commercial Business Intelligence tools

Analysis of industry trends and forward-looking forecasts

Support in optimizing revenue contribution across all channels



## PEOPLE EXCELLENCE

Learning and development opportunities

Access to world-class training materials

Count on Us hygiene initiative (support and resources)

Human Resources training and support

# Wyndham Rewards



## Best Hotel Loyalty Program: Wyndham Rewards

Named the **No. 1 hotel rewards program** by readers of USA TODAY for the fifth year in a row, Wyndham Rewards® loyalty program offers **97 million enrolled members** the opportunity to redeem points at **50,000+** hotels, vacation club resorts and vacation rental properties globally.

# Member Levels

Accelerated Earnings:

10%

15%

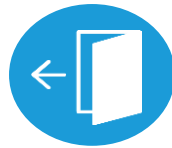
20%



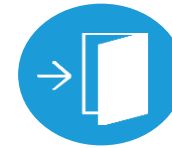
Free  
Wi-Fi



Preferred  
Room



Late Check-out:  
Up to 2 hours  
later



Early  
Check-In:  
Up to 2 hours prior



Suite  
Upgrade



Welcome  
Amenity:  
Drink & Snack



BLUE

+



GOLD

+



PLATINUM

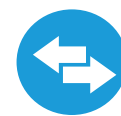
+



DIAMOND



Dedicated  
Member  
Services



Caesars  
Rewards®  
status match



Gift GOLD  
status to a  
friend

# Wyndham Rewards Titanium Level

Wyndham Rewards offers an **exclusive TITANIUM level**, just for our most dedicated hotel owners. **Perks include:**



- **30,000 annual points bonus** - enough for a free night!
- **Suite upgrades**, including award nights.
- Welcome amenities (at select hotel brands).
- Go free PLUS experience - for every go free award night booked and redeemed in our top destinations, you'll receive 2 free passes to a local experience.
- Give GOLD level to a friend.
- Dedicated TITANIUM concierge service.

relax. refresh. connect.

From business trips where our hub is your office, to leisure breaks where every minute counts, Ramada Encore thinks of what's next so you don't have to. That's because there is always the train to catch, the call to make, the e-mail to send.

Modern amenities, vibrant social spaces, free Wi-Fi and convenient locations make Ramada Encore a great place to connect with colleagues and friends, both offline and online.



# Brand History



The brand was launched in the 1990s. At this time the budget sector was already growing rapidly, but there remained considerable opportunity for further expansion and a need for innovation and style.

In 2018 the brand was endorsed with the powerful 'by Wyndham' suffix and under went a re-branding project to challenge the sector by delivering a daringly different and wicked hotel experience.

Key features include signature open plan & flexible lobby space, a new throughout logo including a bright colour pallet and a refreshing and vibrant.

# The Hotel



## TYPE

New construction  
and conversion



## GEOGRAPHY

Global



## GUESTS

Practical business  
& leisure travellers



## ROOMS

90-300



## CATEGORY

Midscale



## AMENITIES

- Signature, open plan & flexible lobby space
- Central multi-functional island bar
- Zones available for guests to use for business, social or leisure
- Fresh, modern guestrooms and bathrooms



## LOCATION

Urban, Suburban &  
Airport

# Ramada Encore by Wyndham Istanbul Basin Express, Turkey



# Ramada Encore by Wyndham Eskisehir, Turkey



# Ramada Encore by Wyndham Tbilisi, Georgia



# Ramada Encore by Wyndham Istanbul Avcilar, Turkey



# Ramada Encore by Wyndham Statue of Unity, India



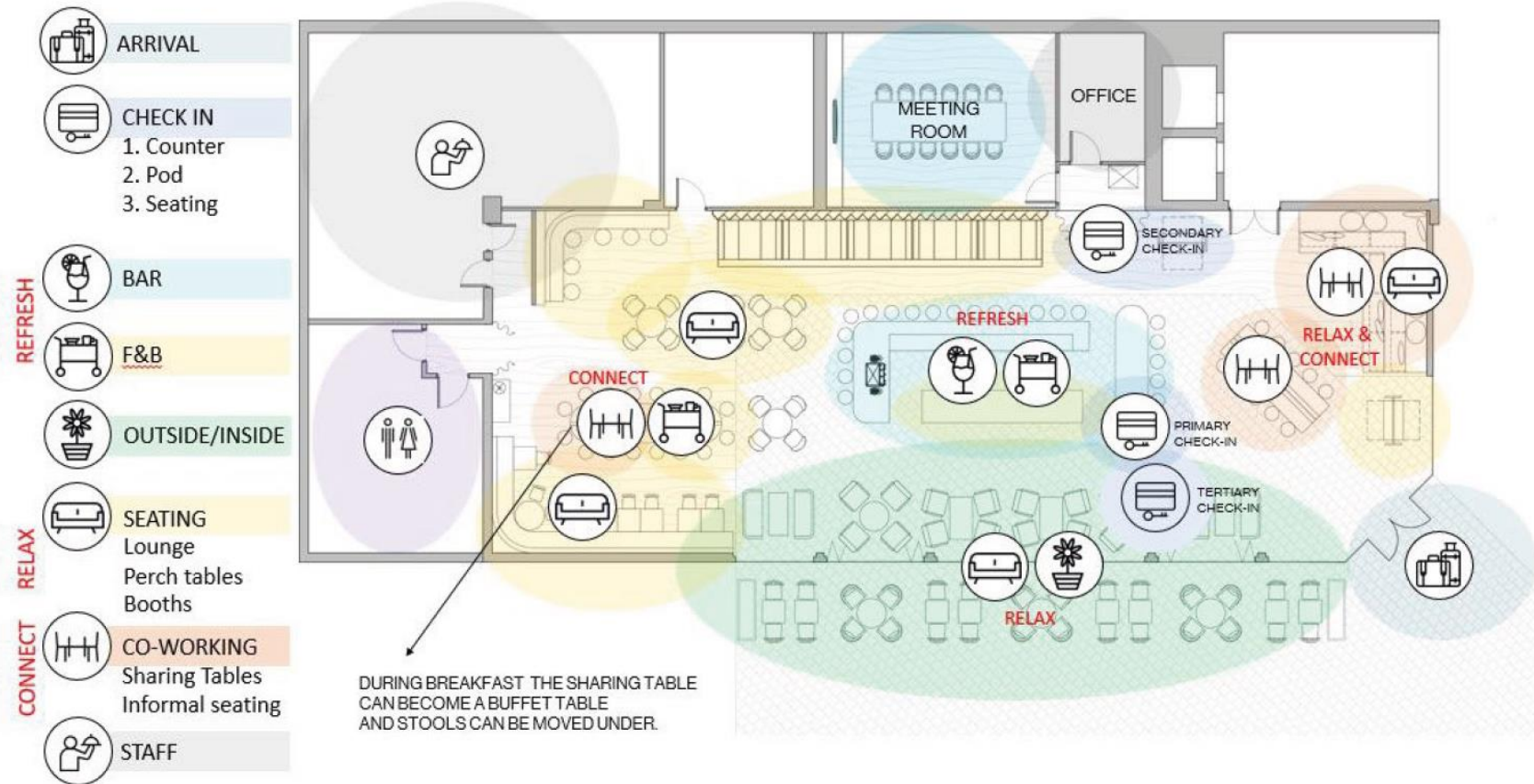
# Ramada Encore by Wyndham Siliguri, India



# New Design Guidelines



# PATEO®



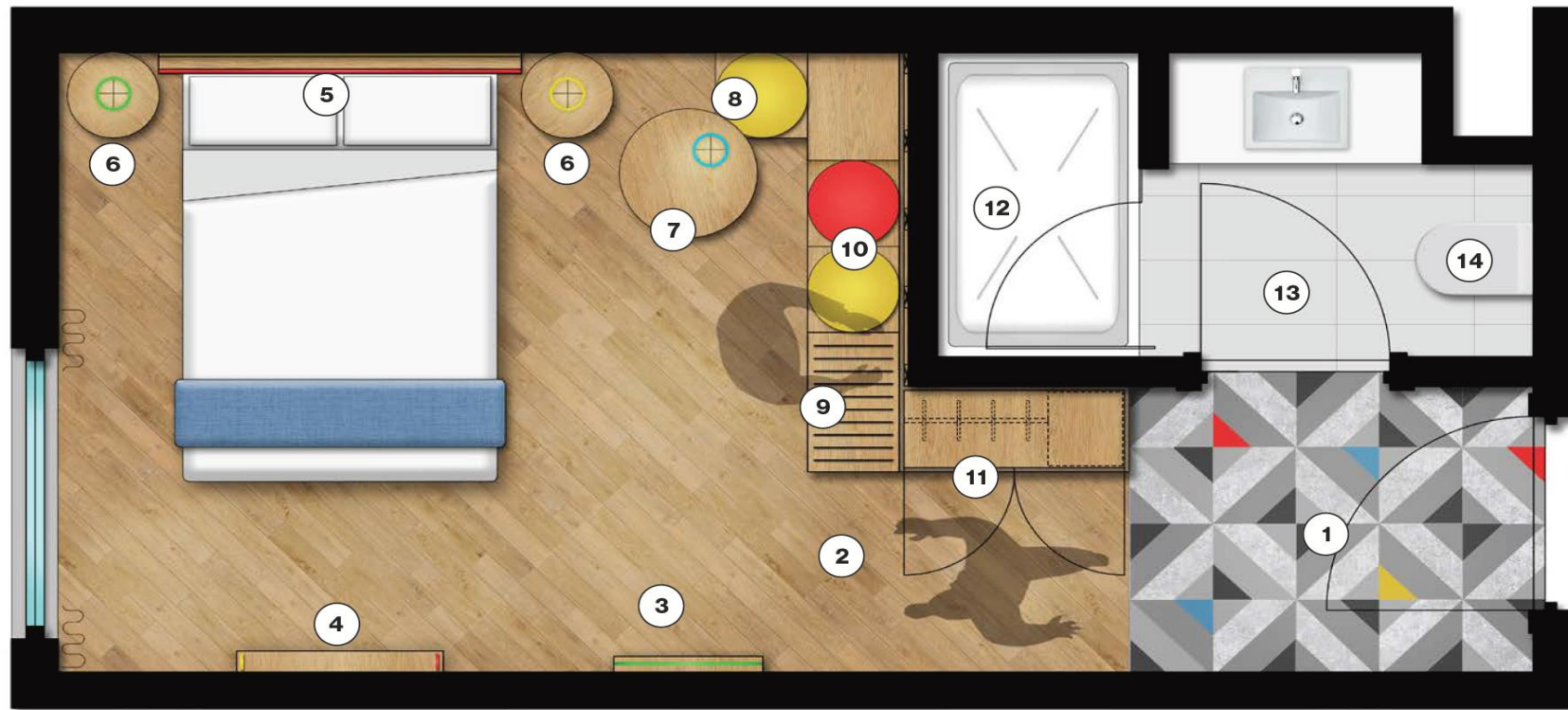
# New Lobby Design



# New Lobby Design



# New Room Design



The key elements to the room include:

1. Highlighted entrance threshold
2. Printed vinyl floor
3. Statement mirror
4. TV and shelf
5. Artwork shelf
6. Bedside table and wall mounted lamps
7. Mobile work table
8. Moveable cube stool
9. Hanging peg wall
10. Landing seat
11. Wardrobe with space for ironing board
12. Walk in shower
13. Large format tiles to bathroom
14. Wall mounted sanitaryware

# Corridors



# THANK YOU

[WHRdevelopmentEMEA.com](http://WHRdevelopmentEMEA.com)

